



MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

November 24, 2020 – 1:00 p.m.

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In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Carrie Nelson at 928-213-2919 (or 774-5281 TDD). Notification at least 48 hours in advance will enable the City to make reasonable arrangements.

A. CALL TO ORDER

Chair Fleischer called the meeting to order at 1:32 p.m.

B. ROLL CALL:

Lynda Fleischer, Chair, [present](#)
Terry Madeksza, Vice-Chair, [present](#)
Steve Finch, [present](#)
Jennifer Grogan, [present](#)

Joe O'Donnell, [present](#)
Jennifer Rolley, [present](#)
Chris Verrill, [present](#)

As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.

C. LOCAL CHECK-IN

Commissioner Verrill – The Orpheum reopened and struggled to reopen and is closed for the winter months. Theatrikos also staying closed.

Commissioner Madeksza – DBA is gearing up for holidays, no public events. Continued to light street trees and buildings. And light poles to promote Arizona's Winter Wonderland. Thanks to Discover Flagstaff, Businesses and private owners. Friday will kick off with "Slack Friday" for the Black Friday promotion another kick-off for a shopping passport with 13 participants to get visitors and locals to come downtown. Possible Gazebos being placed downtown, will have more information next month. Director Ward suggested to reach out to the men shoppers with a gift idea lists for the women in their lives. Madeksza stated they have a list. Commissioner O'Donnell suggested to have an "Only in Flagstaff" type gifts and Ms. Madeksza loved the idea.

D. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

None

E. APPROVAL OF MINUTES

A. October 27, 2020

MOTION:

Commissioner Finch approved the minutes with some amended changed to include the letter bullet points and bullet points in the comments of the minutes for the **October 27, 2020** meeting: Commissioner Madeksza seconded the motion, the minutes were approved unanimously.

F. DISCUSSION

A. Climate Emergency Declaration, Nicole Antonopoulos, Sustainability Manager

Ramon “DC” Alatorre, Climate & Energy Coordinator, presented in place of Ms. Antonopoulos.

The presentation included:

- ❖ The Climate Emergency Declaration
- ❖ The Path to Carbon Neutrality
- ❖ Mobilization Efforts
- ❖ What’s Next?

Questions/Comments:

- Council Member Salas stated that she attends executive sessions before the Tourism Commission meetings and stated she’ll be attending as her schedules allow.
- Commissioner Verrill asked how can he retrofit a 100-year-old building to become climate friendly? *APS can complete an Energy Audit.*
- Commissioner Finch asked how much of an impact is already being used in helping with the carbon footprint? *Not seeing dramatic increases.*
- Commissioner Finch asked what is the additional cost to heat the same buildings from electric over gas? *Recommends going to the Energy Audit by APS and would be a building by building basis.*
- Commissioner O’Donnell asked are there other communities in the tourism space that are doing well towards these types of goals? *Ms. Nicole Antonopoulos is having these types of discussions with other communities.*
- Director Ward – Discover Flagstaff has had meetings with Sustainability and believe the visitors who will be excited about this that may cause more visitors.

G. ACTION

A. Nominations and vote for New Tourism Commission Chair

Chair Fleischer gave thanks for serving as Chair and thanked all staff and commissioners for her time. Chair Fleischer called for nominations:

- Commissioner Grogan nominated Terry Madeksza for the Chair position. Commissioner Madeksza accepted the nomination for Chair.
- Commissioner Finch nominated Jennifer Grogan for the Chair position. Commissioner Grogan was not ready to take on the role of Chair currently.

B. Nominations and vote for new Tourism Commission Vice-Chair

Chair Fleischer nominated Jennifer Grogan for Vice-Chair. Vice-Chair Madeksza seconded the nomination. Chair called for a motion.

MOTION:

Commissioner Verrill motioned to approve the appointment of the new Chair to Terry Madeksza and new Vice-Chair to Jennifer Grogan; the motion was seconded by Commissioner Rolley. Motion was approved unanimously.

H. REPORTS

A. Attractions Report - Heather Craig, Lowell Observatory

Heather Craig Lowell Observatory gave the October Attractions Report. Lowell Observatory, The Arboretum at Flagstaff, and Museum of Northern Arizona are continuing with their Virtual events.

Questions/Comments:

- Chair Fleisher noted that North Pole moved to the Walgreens Warehouse and is not coming now. What numbers did Little America have in the past and how will that hurt Flagstaff's Economy in the next few months? *Ms. Craig will research and report back.*

B. Director & Staff

Staff gave monthly reports for October 2020 for Administration, Marketing & Creative, Social Media, Public Relations, Sales and Visitor Services.

Questions/Comments:

- Commissioner Finch why are Sedona's Accommodations Metrics numbers higher for October? *Director Ward answered that they may report with traditional or non-traditional numbers. Their mix of accommodations are different from Flagstaff hotels. Ms. Pappas also wanted to point out that Discover Flagstaff is working under very responsible traveling (safe and responsible) messages whereas other cities may not.*
- Commissioner O'Donnell asked how is the Agency working? *Working with AdTaxi for several years, and a new contact and seeing a lift and lots of traction. Also going out for Bid for a new contract.*
- Commissioner O'Donnell asked are we keeping flagstaff365? *Director Ward, not sure Flagstaff Arts wants to have the sit on Discover Flagstaff's website but will be a larger conversation.*
- Commissioner Verrill noted that a lot of locals use www.flagstaff365 and use it differently than the Discover Flagstaff site.

C. Chair

Thank you for all the hard work. Pleasure to work with Discover Flagstaff.

I. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

A. Agenda Items

None.

B. Next meeting date: December 22, 2020 at 1:00 p.m.

J. ADJOURNMENT

The meeting adjourned at 2:56 p.m.